Everyone's Edinburgh

Making Your Business More Inclusive

Business Opportunities Guide

ETAG
Edinburgh
Tourism
Action
Group

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Did you know?

Only eight per cent of disabled people use wheelchairs?

This guide is just one of a series available from ETAG, all of which have been devised to help increase business and enhance the visitor experience in Edinburgh.

Introduction

By Robin Worsnop, Chair, ETAG

Worldwide there are over one billion disabled people, including over 78 million in the USA and 75 million in Europe. There are over 12 million disabled people in the United Kingdom alone. At the same time, the UK market is ageing: it is estimated that by 2025 more than a third of the UK's population will be over 55. While people are living longer and staying active until much later in life, more have, or will have, access requirements.

The inclusive tourism market is made up of families, friends and carers of disabled or older people, plus families with young children.

This market will continue to increase as the UK's population ages and the benefits for businesses and destinations catering to accessible tourism are growing.

By making your hotel, guesthouse or tourist business more accessible, you are instantly making your business more attractive to at least 12 million potential disabled visitors from here in the UK, and millions more from abroad. Visitors who travel frequently, stay longer than average, and spend more per trip.

It is clear that inclusive tourism is a growing market and, as such, Edinburgh's tourism industry will benefit from a greater focus on this market. Increasing industry awareness and understanding of the accessibility requirements of visitors is the first step to making Edinburgh accessible for everyone.

What is Inclusive Tourism?

Different terms have been used to describe this growing market, from Accessible Tourism in the United Kingdom and Australia to Access Tourism in New Zealand. All those terms have their foundations based on the physical term of "access".

More often than not, those expressions also have a narrow interpretation, as people think of them applying only to travellers with a mobility-related disability. More correctly, what we are describing in talking about Inclusive Tourism is an environment where people of all ages, abilities and needs feel welcome and wanted as customers and guests.

Accessible Tourism suggests physical access, wheelchair-accessible toilets and ramps, all related to compliance with regulations. Inclusive Tourism starts there and adds compassion, an understanding and a welcome. It is not specifically about the world becoming wheelchair accessible, but instead raising awareness of the needs of everyone, whatever their impairment, long or short-term condition, or age.

Inclusive Tourism therefore aims to recognise the needs of everyone. Even when guests and visitors don't necessarily identify themselves as someone with additional needs i.e. a parent with a pram who have access issues when confronted by a flight of steps.

The Inclusive Tourism market can be difficult to define, it is not one large segment that can be marketed to in the same way, rather it is made up of visitors who fit into many different demographic and cultural groups, who have a diverse set of interests and passions both on holiday and at home. The market offers a rich mix of potential customers, travelling with friends and family, who are all looking for what everyone wants on holiday – a good time.

Inclusive Tourism opens the door for a significant and growing percentage of the population, so it effectively increases the size of the pie available from the overall visitor market.

Did you know?

You are legally obliged under The Equality Act 2010 to ensure that your business or service is as accessible as possible.

For more detailed information on the Act go to **https://www.gov.uk/government/publications/equality-act-guidance**

Inclusive Tourism – the market opportunity

World Health Organization

The World Health Organization estimates there are approximately **one billion disabled persons in the world**. This equates to approximately **15% of the world population having a physical, mental or sensory disability**.

Research studies carried out in Australia, the United States and the European Union have shown that disabled tourists are becoming an important part of the tourism market. Disabled people tend to be loyal to an accessible destination, staying longer and spending more.

- Disabled American adults or those with reduced mobility spend about **$17.3 billion a year on travel**.[1] The average travel party size is 2.7 and generally includes more adults than children.
- In Germany, the direct turnover generated by disabled travellers is **estimated at €2.5 billion** [2], and rises to €4.8 billion when including indirect effects.

1: 2015 Open Doors Organisation Market Study
2: European Network for Accessible Tourism

THE MARKET OPPORTUNITY

The growth of the inclusive tourism market is being driven by:

- **The world's ageing population**
- **Retiring and cashed-up baby boomer generations**
- **Technology opening up greater opportunities for disabled people**
- **Changing perceptions of the tourism industry to Inclusive Tourism**

As baby boomers continue to age, the numbers are predicted to grow rapidly. And there is one thing common to all – they don't want to stop travelling. However, they recognise that perhaps the way that they travel needs to change incrementally as they age, with some adjustments made along the way.

Disabled people are more likely to take longer trips when travelling. Therefore, if you provide a great product or service, your customers will be extremely loyal and more likely to sing your praises through word-of-mouth or new review sites dedicated to accessible travel.

Inclusive Tourism is not just about building ramps and accessible bathrooms. It is about building products, services and experiences for a large and rapidly growing market. This is no longer a niche, but rather a segment that is approaching 25% of the total tourism spend.

UK market snapshot

The UK market is ageing: people are living longer and staying active until much later in life, which includes them continuing to take breaks and holidays.

It is recognised that with the UK's ageing population, there is a growing market for travellers with accessibility needs.

- There are **12.2 million disabled people living in the UK**
- By 2025, a third of the UK's population will be **over 55**
- In 2015, **one in six trips** taken in UK (excluding Northern Ireland) included a disabled traveller
- In 2015, **15% of all overnight trips** by British tourists, included a disabled traveller

EDINBURGH the opportunity

The value of the inclusive tourism market is huge:

- **In 2015, the value of the market in UK (excluding Northern Ireland) was estimated at £14 billion**[3]

The Inclusive Tourism market is becoming increasingly important within the travel and tourism industry and it is essential for Edinburgh businesses to capitalise on it.

ACCESSIBLE TOURISM TO SCOTLAND 2015

Value of Accessible Tourism spend in Scotland 2015 by parties in which at least one member is identified as a disabled person

OVERNIGHT TRIPS - £504m

DAY TRIPS - £822m

TOTAL SPEND = £1.3BN

[3] Source: Great Britain Tourism Survey /Great Britain Day Visits Survey 2015

Good access is good business

Improving access to your tourism business will enable you to tap into a large and growing inclusive tourism market.

Disabled people have the desire, the means and the time to travel. Travelling can be for leisure or business: nothing new there then. VisitBritain research identifies the main difference is:

- **Disabled people tend to stay longer than average (3.3 nights as opposed to 2.9 for all)**
- **They spend more than average (£210 compared to £191 overall)**
- **Many prefer to travel at off-peak times**

Most people love travelling: age and disability generally do not change that. What does change is the need for careful planning. Visitors with access requirements need to know that certain facilities are available, such as suitable parking or a grab-rail by the toilet. They can't afford to leave anything to chance. Disabled travellers tend not to travel alone:

- **50% travel with a partner**
- **20% with a child and**
- **21-25% with a companion**

Your visitors' needs and expectations are changing, so small adjustments that make your business more accessible may benefit far more people than you imagine.

AN ACCESSIBLE BUSINESS

- **Recognises the size of the market and its value**
- **Makes itself attractive to the widest range of potential customers**
- **Sees customer loyalty and profits grow**

Did you know?

Accurate and up-to-date information can be crucial to many older and disabled visitors. A survey by Euan's Guide in 2015 found that:

54% of disabled travellers avoid going to new places if they can't find relevant access information and

86% of people are likely to return to venues that have good accessibility.

An inclusive approach across your business

To be 'accessible to all' means providing information as well as an inclusive environment in which people of all abilities and ages feel welcomed as guests and able to enjoy the experiences you offer.

Inclusive Tourism is about ensuring the full participation of all people in travel. It is more than installing ramps, widening parking bays and doorways, or building larger restrooms: it is about everything that a business should do to be inclusive for everyone.

Whatever your sector, there are benefits to be gained by ensuring your business is as inclusive and accessible as possible. Here you will find insight and resources to build inclusion for your customers and colleagues impacted by an impairment or long-term condition.

GETTING STARTED

Being able to see an impairment or long-term condition doesn't mean that we can know exactly what that person wants or needs: no two individuals are exactly the same. That's why it's important to consider how we can make our hotels, restaurants, bars, attractions, transport or public realm as easily navigable and user-friendly as possible. That way, no-one has to be excluded or made to feel singled-out.

Most people do not 'label' themselves as disabled or having an impairment: they just happen to have different needs.

Only 17 per cent of people with a disability were born with it. The majority acquire their disability during their working lives, and half of all over-75s have some form of disability or impairment. Add to that the fact that the UK is an ageing population and it's clear that the need for accessible services and product design is of growing importance.

Ideas to try:

Watch this video from Business Disability International highlighting that it's not about disabled versus non-disabled people (us and them) but rather it's about all of us.

http://www.businessdisabilityinternational.org/old-way-or-new-way/

A great way to make your attraction more appealing for autistic visitors is to provide a pre-visit guide. This will help visitors to prepare and organise a visit by using photos and plain English to describe textures, colours and smells. Involve local parents of autistic children to ensure the guide meets their needs.

Identifying **POTENTIAL BARRIERS**

Unless you have a disability or impairment, it's impossible to understand completely what it's like – physically, psychologically or emotionally – to experience its effects in daily life.

Tourism businesses have an opportunity to remove potential barriers that people may face, while helping their business and incidentally helping create a more accessible society for all. However, anticipating or understanding potential barriers within your organisation can be difficult.

Here are a few effective and innovative methods that can let people temporarily experience some physical barriers others may encounter if they are older or have an impairment. Used in the right way, these tools could be useful for staff, such as those designing new premises or project teams who are developing new solutions, to help provide awareness of and practical insight about how to overcome barriers.

'WALK A MILE IN MY SHOES'

- a video that shares the experience of Barney, wearing an Elderly Simulation Suit, doing his banking in a branch. **http://bit.ly/2jtuHyJ**

HEARING LOSS

- a short video demonstrating the effects of mild to severe hearing loss. **http://bit.ly/1GUsCgG**

DYSLEXIA

- a website to help users perceive what it could be like to read if you have the disability, dyslexia **http://read.bi/2lVd1KN**

Did you know:

More than three in four disabled customers, and their families and friends, had moved their business elsewhere as a result of a lack of disability awareness by specific service providers.

Ideas to try:

What small changes could you consider to make your business more accessible to a wider client base?

Examples of simple changes are: a walking-stick holder at reception desks; seating in a waiting area; or hearing induction loops available on business premises.

Get someone with access needs to go on a customer journey through your business. It's a great way to identify potential barriers / challenges and opportunities for your business. By thinking 'access', you will find out about many small barriers that can be easily removed.

INCLUSIVE SERVICE
providing a great service to all

Staff training is vitally important if you are serious about targeting the accessible tourism sector. Like everyone else, disabled people expect good customer service. Staff need to have the right attitude and confidence to serve everyone effectively.

In lots of ways, providing a great service to disabled people and their families is simply about treating people as you would like to be treated. It is about all the things that make them feel welcome and at ease, ensuring people have the very best experience when they are with you.

A key thing to remember is that everyone is unique. Just because you have assisted one wheelchair user or guided someone with a visual impairment, doesn't mean the next person will necessarily have the same requirements. It is crucial you treat everyone as an individual and let the person tell you how best you can assist them.

The benefits of training your staff includes:

- **Allows the staff member to feel confident and comfortable when dealing with disabled people**
- **Enables staff to provide a high level of service to disabled customers**
- **Enables staff to recognise barriers and to act to remedy them**
- **Creates a higher level of customer satisfaction**
- **Reduces the risk of action being taken against the business under The Equality Act 2010**

Disability awareness training minimises the barriers encountered by disabled people and will enable staff to deliver the highest level of service in a confident manner. Staff training can be easily implemented with little cost. Whether it is reading menus aloud or simply providing a welcoming smile, accessibility training is an invaluable way to ensure that staff are able to effectively respond to the needs of disabled customers.

The attitude and behaviour of your staff are critical to the visitor experience. To guarantee the delivery of that experience is also inclusive, staff should be:

Familiar with your facilities

Provide disability awareness training on how best to meet the needs of people with access requirements and to achieve customer service excellence.

Trained in disability awareness

particularly all customer-facing staff. Ensure they know how to use accessible facilities, services and equipment available.

Familiar with restaurants, bars and attractions close by

Make sure your staff know about other local businesses that visitors will come into contact with. The local pub, the local taxi firm or nearby attractions. Find out how accessible they are for your guests.

Top tips:

Speak with disabled visitors and local access groups to understand access needs and respond to feedback accordingly. Consider getting an audit of current access facilities from an access advisor.

Promoting your business for **Inclusive Tourism**

Accurate and up-to-date information is everything when catering to the inclusive tourism market.

Before travelling, disabled people want to ensure they can get to and around Edinburgh easily, as well as have information on places to go, where to stay and dine. Precise information is of primary importance and the internet has made it much easier for disabled travellers (or their companions/ carers) to plan holidays and share tips and advice in online forums.

Research commissioned by The Open Doors Organisation in 2015 identified the following as the most popular choices for disabled people planning and booking travel.

The internet is, by far, the most common way disabled travellers book their trips.

- Six out of ten disabled travellers have booked online in the past two years (62%)
- By comparison, only half as many placed calls to airlines and hotels (31%)
- Only 10% of respondents used a travel agent to book a trip

Their sources of information were:

- The internet (58%),
- Previous experience (48%), which indicates a high brand loyalty and return visitation for this sector, and then
- Word of mouth from friends and family (38%).

Disabled people are extremely techsavvy, with 58% using mobile devices to support their needs. This includes the use of:

- hotel and airline apps
- airport websites
- text alerts
- mobile apps
- video chat

Ideas to try:

Pricing incentives: Pricing can be a key marketing tool for this group, which often has the flexibility to travel out of season or during school term-time.

Attractive incentives include a flexible cancellation policy; discounts for repeat bookings; ability to book part of a week; discounted or free additional room for a carer; and later checkout times.

Accessibility GUIDES

An Accessibility Guide is a practical way to help tourism businesses provide accessibility information to potential visitors, including disabled people, senior travellers and families with young children. It provides the visitor with a concise description of the venue's accessible facilities and services.

It enables you to collate all the information for disabled travellers and other visitors who want specific accessibility information, such as families travelling with young children, before deciding to book or visit.

Many businesses identify that the process of gathering information for their Accessibility Guide helps them understand where there are gaps in provision and helps engage staff.

VisitScotland, in partnership with VisitEngland, have developed a new, free-to-use website for the easy production and publication of Accessibility Guides: **www.accessibilityguides.org**

Ideas to try:

Create and publish your own accessibility guide using VisitScotland's new Accesibility Guides web site:

www.accessibilityguides.org

The site has been developed in response to feedback from both disabled people and tourism businesses. Once you register on the site, you can start the process of producing your guide straight away. Production of the guide is broken down into three parts:

1. Prepare

You can review a selection of sample guides and tips to help you prepare. There is also a Photo Guide detailing the essential pictures to include in your guide, with tips for taking and uploading your photos. You will also find a video where operators have shared their views of the benefits of having a guide for their business.

2. Produce

You will work through a series of questions relating to your venue's accessibility, upload useful photos and input any further information you feel is relevant for the customer to know. You can then review your guide and submit it to be published in a standardised accessible format that makes it easy for consumers to compare different guides.

3. Promote

The final stage is to promote your guide as widely and visibly as possible to potential customers. Your guide will have a unique URL, which you can add to your website and also share across social media channels.

Completing the guide could not be easier. Even if you need to gather information over a few days, the website allows you to complete your guide over a number of sessions.

Follow this link to see examples of what a completed Accessibility Guide looks like

https://www.accessibilityguides.org/example-guides

Brochures and print

Increasing and marketing your accessibility will benefit most of your visitors.

Printed material is still valued by some travellers, especially the older traveller or those who find computers hard to use. In a VisitEngland survey of disabled travellers, 86% cited brochures and leaflets as very or quite useful when arranging travel.

Here are five simple rules to consider in your design that will assist you to promote your tourism business.

1. CLEAN DESIGN AND SIMPLICITY

- Use distinctive colours, sizes and shapes on the covers of materials to make them easier to tell apart.
- Use high contrast colours for text and background. Good examples are black or dark blue text on a white or yellow background, or white/yellow text on a black/dark blue background.

2. TYPE COLOUR

- Printed material is most readable in black and white.
- If using coloured text, restrict it to things like titles, headlines or highlighted material.

3. POINT SIZE

- Consider your audience when choosing point size.
- Bigger is better. Keep your text large, preferably between 12 and 18 point, depending on the font (point size varies between fonts).

4. FONT FAMILY AND FONT STYLE

- Avoid complicated or decorative fonts.
- Choose standard fonts with easily recognisable uppercase and lowercase characters.
- Arial and Verdana are good choices.
- Opt for fonts with medium heaviness and avoid light type with thin strokes.
- When emphasising a word or passage, use a bold or heavy font. Italics or uppercase letters are not recommended.

5. MARGINS AND COLUMNS

- Separate text into columns to make it easier to read, as it requires less eye movement and less peripheral vision.
- Use wide binding margins or spiral bindings if possible.
- Flat pages work best for vision aids such as magnifiers.

Ideas to try:

Promote your successes, for example awards you have won, especially if they relate to access.

Nominate an accessibility champion for your business: someone who is responsible for embedding accessibility throughout the business by evaluating access provision and promoting equality and diversity.

Accessible Websites

Accessibility shouldn't be a bolt-on to your website. For many visitors, your website will be the first port of call.

Having an accessible website makes good business sense. Accessible sites are more visible to search engines, 50% faster to navigate and they can also offer savings through reduced maintenance costs.

Ideas to try:

Improve interaction with your website

- Access technology is now so advanced that disabled people can source information on the Internet in much the same way as everyone else.
- For more information on web accessibility, including accessibility standards, visit the World Wide Web Consortium.
- Information in PDF format can be inaccessible to people with a disability. Make information available in alternative formats, for example in Word or in HTML on your website.

Increase the chances of a visit to your website. Here are 10 top tips to consider:

1. Have a good 'Access for All' section outlining the accessibility of your services.
2. Clearly signpost it from your home page, with all the information reachable from one place.
3. Use large print - should be at least 14 point, but 16 is best.
4. Use clear, sans-serif typefaces, e.g. Arial, Univers or Verdana.
5. Ensure contrast between text and background. Avoid using red text.
6. Avoid justifying text as large gaps can be confusing.
7. Don't use italics or capitals for large blocks of text.
8. Use pictograms and symbols to help users navigate text.
9. Use images showing a diverse range of visitors and include proper alt text for images.
10. Use plain English and avoid long sentences.

Online resources

There is a steadily growing number of informative online resources for disabled travellers. These contribute to making the tourism experience more accessible and rewarding for everyone, including seniors, disabled people and others with reduced mobility.

There are many reasons why you should publicise your disabled access information online, whether on your website or on a travel website. Many people will avoid visiting somewhere new if they can't find relevant access information about it, and this includes seeing pictures of facilities such as accessible toilets, entrances and ramps.

People also trust word of mouth to get the disabled access information they need. They are often more likely to visit somewhere new if somebody with similar access requirements has recommended it to them.

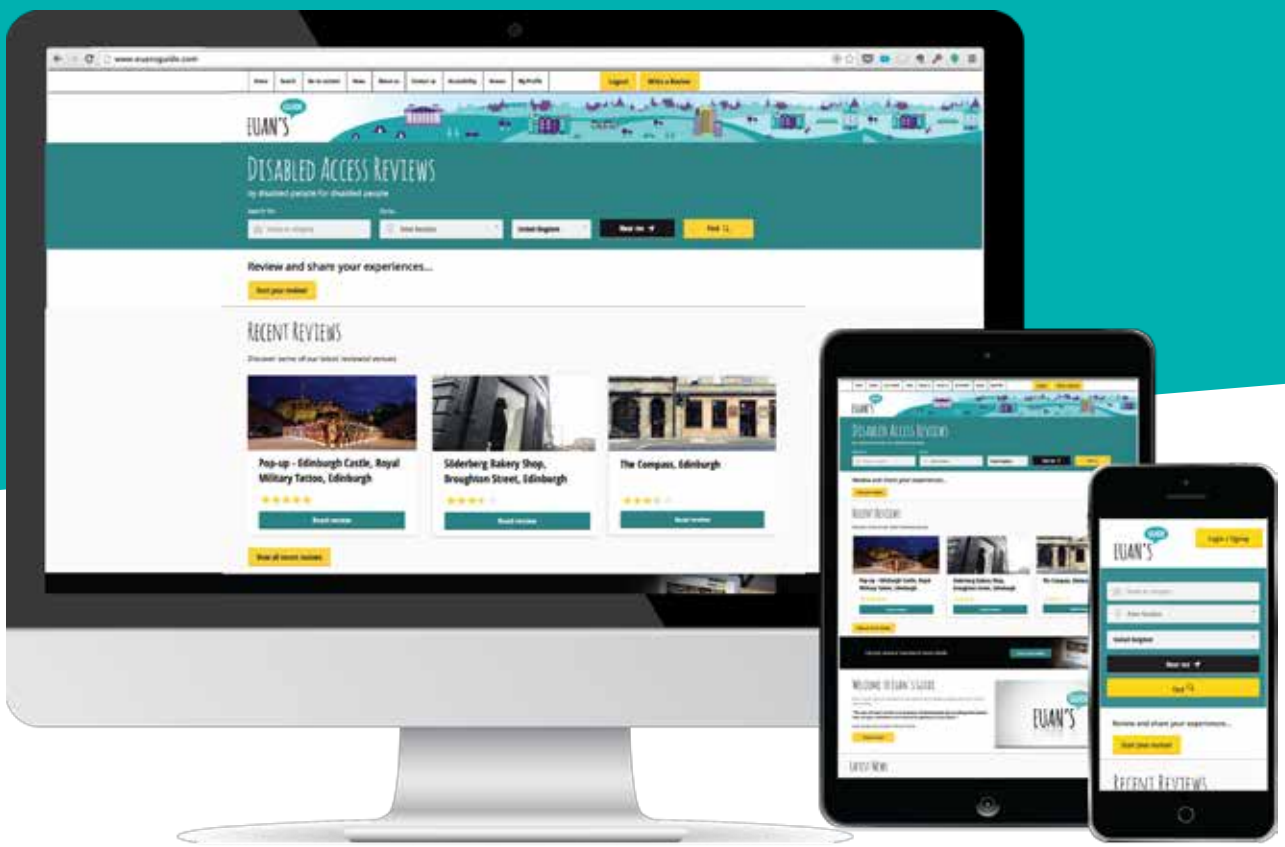
There are currently around 12 million disabled people living in the UK. Listing your business on websites will help attract a large number of new visitors who might not have realised you were accessible.

Here are just a few sites for you to review and consider:

The Open Britain website has a searchable directory of accessible tourist attractions and other resources around the country.

The DisabledGo website lists all kinds of facilities and services in the community, with details on whether they have been adapted to suit people with mobility problems or other disabilities.

The Rough Guide to Accessible Britain provides a free guide to tourist attractions and activities around the country which are more accessible for disabled visitors.



Euans Guide

Euan's Guide is a review website and app used by disabled people, their families and friends in Scotland, the rest of the UK and beyond. Created in Edinburgh in 2013, the website is a place where people can review, share and discover accessible places to socialise, explore and have fun, but also get on with everyday life.

Euan's Guide now has thousands of disabled access reviews and venue listings online: an easy alternative to making phone calls and searching online for access information before visiting somewhere new. Importantly, it removes the 'fear of the unknown.'

In Edinburgh, the reviews are overwhelmingly positive, and there are many places in the city rated by Euan's Guide reviewers at four stars or above. This shows that they are doing something outstanding to welcome disabled visitors.

Listing on Euan's Guide is different from listing on other review websites. This is because just one disabled access review can be enough to make someone visit somewhere new, and a business doesn't need to have lots of feedback to attract attention.

As well as creating a platform for people to talk about your business, you can display your access information in a clear format by using the free Euan's Guide template. Euan's Guide also helps to promote what you write in its newsletters and on social media. Listing a venue doesn't take long: just fill in the blanks.

You can even link directly to your own detailed Access Statement or Guide on your business's website. To list your venue on Euan's Guide, go to www.EuansGuide.com/venues/

Inspirational Case Studies

EDINBURGH INTERNATIONAL CONFERENCE CENTRE

"Ahead of the XI Autism-Europe International Congress at the EICC, we invited a group of students with autism to the EICC to highlight any sensory issues that they had when walking around the venue.

A number of points were identified which we were able to address prior to the congress:

- The pupils were given a handout of the directional signage to navigate the building – this allowed us to check if our signage was clear, or if it needed to be adapted.
- At times during the visit, some of the pupils became agitated and wanted to be away from the group. For the congress, we ensured that there were quiet zones available if required.
- The teachers with the group highlighted that the moving LED lighting might be overwhelming for some people with autism, so the LED lighting was set to static for the congress.

  The public information system announcements might be alarming to people with autism. This system was adapted by introducing a soft tune prior to an announcement being made. Announcements were also left on the digital signage longer than normal to afford all delegates more time to comprehend this non-verbal information.

  The full EICC team, including front-of-house and catering, underwent training with Autism Scotland ahead of the event. The training informed staff to ensure that specific, clear language was used and to avoid using any idioms, expressive hand gestures or physical contact.

Following the successful adaptation for the congress, the EICC was presented with an Autism Friendly Award – only the second building in Edinburgh to achieve this."

Jill Spink; Marketing & PR Manager

THE EDINBURGH FESTIVAL FRINGE

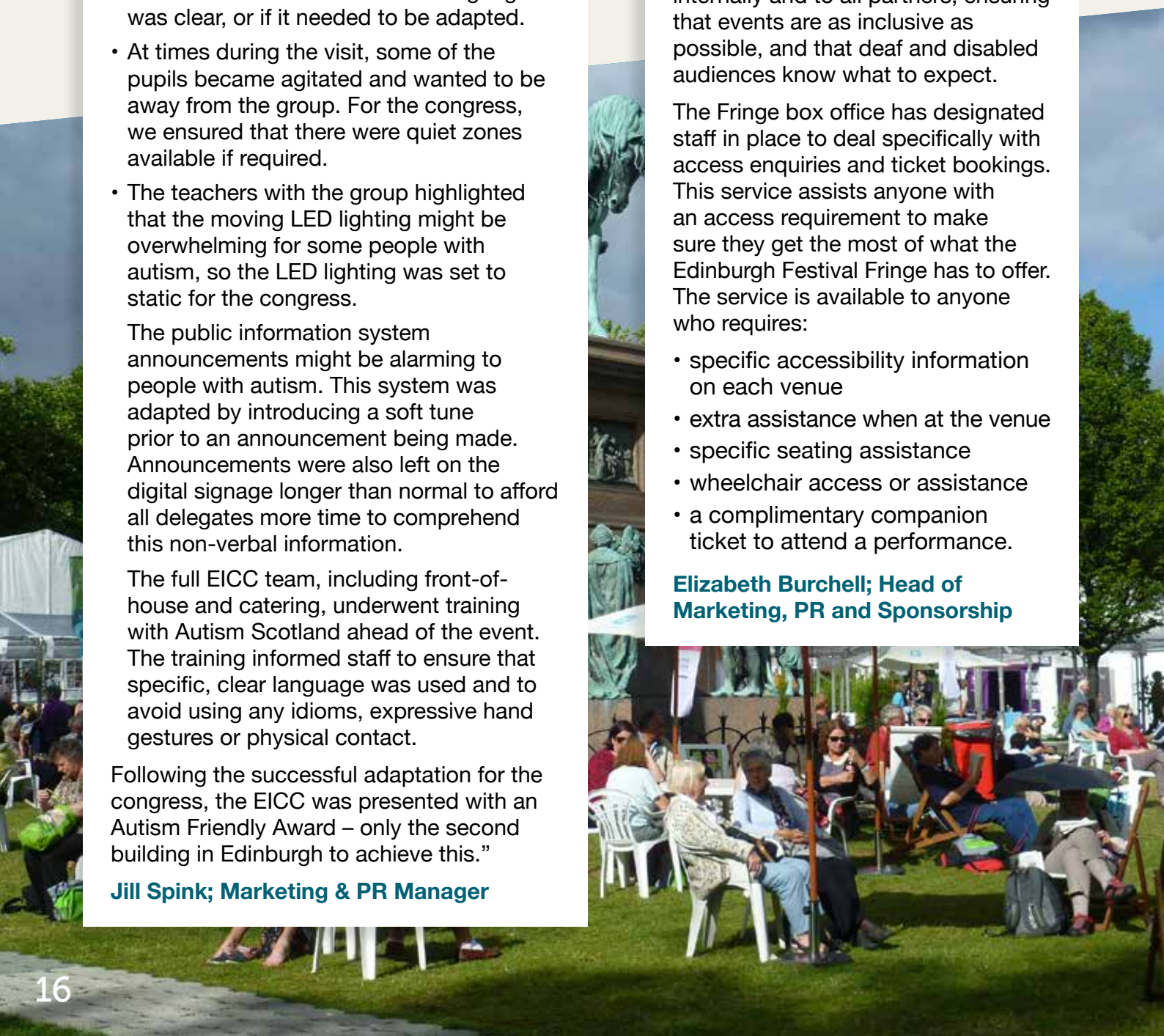
"Our vision is for the Edinburgh Festival Fringe to be as inclusive as possible, and we are committed to listening closely to the access needs of Fringe audiences and performers.

We work with access charity Attitude is Everything to improve the accessibility of our venues and have signed up to be an Attitude Champion – an organisation that champions accessible practices, internally and to all partners, ensuring that events are as inclusive as possible, and that deaf and disabled audiences know what to expect.

The Fringe box office has designated staff in place to deal specifically with access enquiries and ticket bookings. This service assists anyone with an access requirement to make sure they get the most of what the Edinburgh Festival Fringe has to offer. The service is available to anyone who requires:

- specific accessibility information on each venue
- extra assistance when at the venue
- specific seating assistance
- wheelchair access or assistance
- a complimentary companion ticket to attend a performance.

Elizabeth Burchell; Head of Marketing, PR and Sponsorship



SCANDIC HOTELS

"When we take over a hotel, we implement our accessibility programme within three months, and after just one year we tend to notice more bookings from private guests and from companies and organisations. We don't separate access from our mainstream

marketing. We refer to it in every channel so whether we are promoting a business offer or a sporting event, there will always be a reference to access. This gives us a clear competitive advantage, as well as showing our commitment to social responsibility."

Magnus Berglund,
Disability Co-ordinator

www.scandichotels.com/Always-at-Scandic/Special-needs

MERCAT TOURS

"At Mercat Tours, we are committed to accessibility as a key target in our business plan. Preparation of our implementation plan included an external audit of the tour experience, staff training and development of a comprehensive Access Statement.

The external audit provided practical, useful and positive feedback on a typical Mercat tour, the route followed, sites visited and content delivered. A series of tailored workshops was developed to ensure our team were aware, confident and comfortable when welcoming those with access requirements.

VisitScotland's accessible tourism team presented to our team at our quarterly staff meeting, to raise everyone's awareness of the access market.

Our own Development Team also worked with guiding staff to run peer-to-peer, interactive sessions exploring alternative routes and stories depending on the visitor's needs."

Kathleen Brogan, Managing Director

EDINBURGH CASTLE

"It starts with staff induction and training. Customer care policies and behaviour see staff advising visitors about the various ticketing options; speaking to the disabled person (and not the carer); advising that the carer goes free; and offering a mobility car to undertake the tour.

Some staff have been trained on audio descriptive tours and pass their knowledge to their colleagues so more partially-sighted people can be supported on their tours, including feeling objects normally located behind visitor barriers.

When assistance dogs come into the Castle, admissions staff radio the rest of the Castle staff about the possible need for assistance. The Make-a-Wish and Starlight Foundations have contacted the Castle to help seriously ill children make their wishes come true. Especially in the context of the Castle, this can be to become a princess for the day."

Elizabeth Martin, Government Events Manager, Commercial and Tourism

EDINBURGH BUS TOURS

An excellent example of a business that understands the accessible tourism business case.

"In a UK first, Edinburgh Bus Tours has invested £6.5 million in a fleet of 30 fully accessible vehicles, providing:

- two wheelchair spaces (suitable for Class 2 mobility scooters) with video screens in front of each wheelchair space to give visitors a view of what's in front of the bus.
- panoramic, uninterrupted views, thanks to more glass in their design, with glass panels running up the side of the stairs to the upper deck.
- subtitled commentaries on display for those who are deaf or hard of hearing.

Guide dogs are also welcome on board."

Elaine Green; Sales Manager

NEXT STEPS

More and more businesses are recognising the social and economic benefits of improving accessibility.

Good access means disabled people and their families can travel and experience Edinburgh. For tourism businesses, it provides a significant opportunity to reach an increasing and largely untapped market that has the potential to reduce seasonality and increase visitor expenditure.

There are a number of ways your tourism businesses can tap into this expanding market. Here are a few things to do to make your business more accessible:

1. Provide awareness training for your staff on how best to meet customers' access requirements and achieve customer service excellence.
2. Produce your own accessibility guide and promote it on your website. Make sure your staff have a copy of your guide so they are familiar with your accessibility services and features.
3. Seek input from an access advisor and disabled groups and run dedicated engagement sessions.
4. Introduce a hearing loop system in your customer service areas (they can be portable or fixed).
5. Publish information/menus in large Arial font (minimum 16pt) on good contrasting colours.
6. Use photos of people with access needs across all marketing materials.

Resources

ETAG (Edinburgh Tourism Action Group)

ETAG's role is to bring together the wide range of businesses which make up Edinburgh's tourism sector. ETAG also plays a unique role in bringing the industry together with public sector agencies that support key components of the tourism product, such as marketing and infrastructure development. ETAG organises a wide range of business events, from short Business Briefings, which provide an insight into new developments in the city, to full-day workshops on hot topics such as 'Making The Most of Social Media'.

To keep up-to-date with the latest information, events, developments and business opportunities for Edinburgh's tourism sector, visit www.etag.org.uk

Organisations that can help you

Edinburgh Tourism Action Group
- www.etag.org.uk

Scottish Enterprise
- www.scottish-enterprise.com

VisitScotland
- www.visitscotland.org

Marketing Edinburgh
- www.marketingedinburgh.org

City of Edinburgh Council
- www.edinburgh.gov.uk

ETAG
Edinburgh
Tourism
Action
Group

Scottish Enterprise

Project funded by Scottish Enterprise

Useful Websites and Resources

VisitScotland www.visitscotland.org/accessible-tourism
VisitBritain www.visitbritain.org
ETAG http://www.etag.org.uk/market-info/accessible-tourism
Trip Advisor Traveling with Disabilities Forum www.tripadvisor.co.uk/ShowForumg1-i12336- Traveling_With_Disabilities.html
The Government's Office for Disability Issues http://odi.dwp.gov.uk/inclusivecommunications/index.php
Tourism4All www.tourismforall.org.uk/Easy-accesstips.html
Tourism is for Everybody http://www.tourismisforeverybody.org/
RNIB - www.rnib.org.uk
Business Disability Forum http://businessdisabilityforum.org.uk/
The Equality Act 2010 www.equalityhumanrights.com
Scottish Disability Equality Forum http://sdef.org.uk
Edinburgh Access Panel www.edinburghaccesspanel.org.uk/
Web Content Accessibility Guidelines www.w3.org/WAI
Capability Scotland www.capability-scotland.org.uk/
Inclusion Scotland www.inclusionscotland.org/
Centre for Accessible Environments www.cae.org.uk/

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Edinburgh 2020: The Edinburgh Tourism Strategy

The Vision for Tourism in Edinburgh in 2020

Edinburgh is a world-class city, competing successfully as one of Europe's top visitor destinations, investing in its tourism assets, products and services to provide a unique and compelling year-round visitor experience.

Achieving the Vision

The Aims: The Strategy has a primary aim:

To increase the value of tourism to the city creating a thriving, profitable tourism industry and delivering high levels of economic, cultural and social benefit to Edinburgh and Scotland as a whole.

And a supplementary aim:

To enhance the city's image and reputation by developing tourism in ways which will greatly strengthen perceptions nationally and internationally of Edinburgh as an outstanding city - truly a world-class city - in which to live, work, study and invest, as well as to visit.

Objectives: Supporting the aims are three clear objectives to be achieved by 2020:

Objective 1: increase the number of visits by one third by 2020. The target is to increase the number of visits from 3.27m visits to 4.39m visits, generating an additional 4.15 million visitor nights.

Objective 2: increase the value of every visitor's spend by 10% by 2020. The target is to increase spend from £310.40 to £341.44 per visitor trip. Combined with increasing the visitors by a third, this will generate an additional £485 million per annum by 2020, taking the total visitor spend from £1.01bn to £1.5bn in today's prices.

Objective 3: reduce seasonality across the sector. The target is to achieve 50% of the additional growth during the months of October to March and reduce the current 40:60 split in visits to 43:57 between October to March and April to September.